



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-24-2012 PAGE: 1 of 4

SHORR, JOHNSON, MAGNUS & PARTNERS,  
LLC - 22132  
ATTN: MICHAEL D'ETTORE  
1831 CHESTNUT STREET #602  
PHILADELPHIA PA 19103

Contract No 403151	Contract Dt 10-22-2012	Revision Dt 10-23-2012	Rev# 4	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA				
Agency Est#			CMS # 246925	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-23-2012	End Date 10-29-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 246925		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
1	10-23-2012	10-26-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30		2	2	2	2			8	1,000	8	8,000.00	
2	10-29-2012	10-29-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30	2							2	1,000	2	2,000.00	
3	10-23-2012	10-26-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30		3	3	3	3			12	1,500	12	18,000.00	
4	10-29-2012	10-29-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	3							3	1,500	3	4,500.00	
5	10-23-2012	10-26-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30		2	2	2	2			8	2,000	8	16,000.00	
6	10-29-2012	10-29-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30	2							2	2,000	2	4,000.00	
7	10-23-2012	10-26-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	30		1	1	1	1			4	1,100	4	4,400.00	
8	10-29-2012	10-29-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	30	1							1	1,100	1	1,100.00	
9	10-23-2012	10-26-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	8	30		1	1	1	1			4	1,100	4	4,400.00	
10	10-29-2012	10-29-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	9	30	1							1	1,100	1	1,100.00	
11	10-23-2012	10-26-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	30		1	1	1	1			4	1,400	4	5,600.00	
12	10-29-2012	10-29-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	30	1							1	1,400	1	1,400.00	
13	10-23-2012	10-26-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	8	30		1	1	1	1			4	1,600	4	6,400.00	
14	10-29-2012	10-29-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	8	30	1							1	1,600	1	1,600.00	
15	10-23-2012	10-26-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30		1	1	1	1			4	800	4	3,200.00	

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est#			CMS # 246925	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-23-2012	End Date 10-29-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 246925				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
16	10-29-2012	10-29-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)			9	30	1							1	800	1	800.00
17	10-23-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)			9	30		1	1	1	1			4	3,000	4	12,000.00
18	10-29-2012	10-29-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)			9	30	1							1	3,000	1	3,000.00
19	10-27-2012	10-28-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)			9	30						1	1	2	800	2	1,600.00
20	10-23-2012	10-26-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)			9	30		1	1	1	1			4	2,200	4	8,800.00
21	10-29-2012	10-29-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)			9	30	1							1	2,200	1	2,200.00
22	10-23-2012	10-26-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)			9	30		1	1	1	1			4	3,000	4	12,000.00
23	10-29-2012	10-29-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)			9	30	1							1	3,000	1	3,000.00
24	10-23-2012	10-26-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)			9	30		1	1	1	1			4	3,000	4	12,000.00
25	10-29-2012	10-29-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)			9	30	1							1	3,000	1	3,000.00
26	10-29-2012	10-29-2012	08:00PM - 10:00PM	PRIME MO8 (7008)			9	30	1							1	10,000	1	10,000.00
27	10-24-2012	10-24-2012	09:00PM - 10:00PM	PRIME WE9 (7020)			8	30			1					1	12,000	1	12,000.00
28	10-24-2012	10-24-2012	10:00PM - 11:00PM	PRIME WE10 (7021)			8	30			1					1	10,000	1	10,000.00
29	10-25-2012	10-25-2012	09:00PM - 10:00PM	PRIME TH9 (7039)			9	30				1				1	10,000	1	10,000.00
30	10-28-2012	10-28-2012	09:00PM - 10:00PM	PRIME SU9 (7050)			9	30							1	1	5,000	1	5,000.00

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Agency Est#			CMS # 246925	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-23-2012	End Date 10-29-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 246925			
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
31	10-23-2012	10-28-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30		1	1	1	1	1	1	6	3,200	6	19,200.00
32	10-29-2012	10-29-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30	1							1	3,200	1	3,200.00
33	10-28-2012	10-28-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)			8	30							1	1	900	1	900.00
34	10-28-2012	10-28-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7			9	30							1	1	550	1	550.00
35	10-27-2012	10-27-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SA (7098)			9	30						1		1	800	1	800.00
36	10-27-2012	10-27-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)			9	30						1		1	600	1	600.00
37	10-23-2012	10-23-2012	08:00PM - 09:00PM	PRIME TU8 (7014)			9	30		1						1	6,000	1	6,000.00
38	10-23-2012	10-26-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)			9	30		1	1	1	1			4	700	4	2,800.00
39	10-23-2012	10-25-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)			9	30		1	1	1				3	250	3	750.00
40	10-28-2012	10-28-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM SUN (8161)			9	30							1	1	250	1	250.00
41	10-25-2012	10-25-2012	08:00PM - 09:00PM	PRIME TH8 (7038)			9	30				1				1	5,000	1	5,000.00
42	10-25-2012	10-25-2012	10:00PM - 11:00PM	PRIME TH10 (7040)			9	30				1				1	6,000	1	6,000.00
43	10-26-2012	10-26-2012	09:00PM - 10:00PM	PRIME FR9 (7043)			9	30					1			1	3,500	1	3,500.00
44	10-26-2012	10-26-2012	10:00PM - 11:00PM	PRIME FR10 (7044)			9	30					1			1	3,000	1	3,000.00
45	10-28-2012	10-28-2012	07:00PM - 08:00PM	PRIME SU7 (7048)			9	30							1	1	3,000	1	3,000.00

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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403151	10-22-2012	10-23-2012	4	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
	246925	PHILADELPHIA	A. CLIFFORD	10-23-2012	10-29-2012	M (Broadcast Month, Cycle 1)	N	246925

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
46	10-28-2012	10-28-2012	08:00PM - 09:00PM	PRIME SU8 (7049)	9	30							1	1	6,000	1	6,000.00
47	10-24-2012	10-26-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30			1	1	1			3	800	3	2,400.00
48	10-24-2012	10-26-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30			1	1	1			3	2,200	3	6,600.00
49	10-25-2012	10-26-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	30				1	1			2	1,100	2	2,200.00
50	10-28-2012	10-28-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)	8	30							1	1	600	1	600.00
51	10-29-2012	10-29-2012	10:00PM - 11:00PM	PRIME MO10 (7010)	9	30	1							1	6,000	1	6,000.00
52	10-28-2012	10-28-2012	10:00PM - 11:00PM	PRIME SU10 (7051)	9	30							1	1	3,500	1	3,500.00
53	10-26-2012	10-26-2012	10:00PM - 11:00PM	PRIME FR10 (7044)	9	30					1			1	3,000	1	3,000.00
54	10-25-2012	10-25-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30				1				1	1,000	1	1,000.00
A 55	10-28-2012	10-28-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)	9	30							1	1	700	1	700.00
Contracted Gross Total:																127	274,650.00
Actual Gross Total:																127	274,650.00
Agency Commission:																	41,197.50
Net Total:																	233,452.50

Month/YR	Preempted	Made Good	Contract Total	Adjustments	Actual Total
Oct 12	0.00	0.00	227,750.00	0.00	227,750.00
Nov 12	0.00	0.00	46,900.00	0.00	46,900.00
<b>TOTAL</b>	<b>0.00</b>	<b>0.00</b>	<b>274,650.00</b>	<b>0.00</b>	<b>274,650.00</b>

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